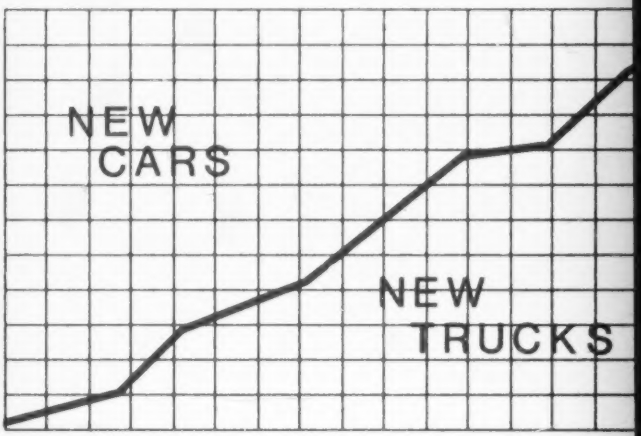
C7715-3

JUNE
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	19556	21602	90.53	2.28	2.27
LEBARON	10243	11358	90.18	1.20	1.19
NEW YORKER	7049	8229	85.66	.82	.87
5TH AVE	43	122	35.52	.01	.13
IMPERIAL	894	-	-	.10	-
DODGE	30872	48523	63.62	3.60	5.11
DAYTONA	3782	8079	41.85	.39	.85
SHADOW	6560	6899	95.09	.76	.73
SPIRIT	6488	9351	90.71	.99	.98
DYNASTY	7956	13775	57.76	.93	1.45
ARIES	134	3695	3.63	.02	.39
PLYMOUTH	22692	29204	77.70	2.65	3.08
HORIZON	991	2834	34.97	.12	.30
SUNDANCE	5732	7008	81.79	.67	.74
ACCLAIM	10101	10089	100.12	1.18	1.07
RELIANT	152	3745	4.06	.02	.39
LASER	3727	2200	169.41	.43	.23
EAGLE	5318	6710	79.25	.62	.71
PREMIER	1098	4657	23.58	.13	.49
TALON	2885	-	-	.33	-
CHRYSLER CORP.	78436	106039	73.97	9.15	11.17
FORD	121210	149518	82.31	14.13	15.74
ESCORT	26126	31696	82.43	3.05	3.34
PROBE	13719	16004	85.72	1.60	1.69
MUSTANG	11959	17423	68.64	1.39	1.83
TEMPO	18374	21078	87.17	2.14	2.22
TAURUS	26305	36182	72.70	3.07	3.81
CROWN VICTORIA	11413	9907	115.20	1.33	1.04
THUNDERBIRD	9121	10058	90.68	1.06	1.06
LINCOLN	18660	19807	94.21	2.18	2.09
MERCURY	32665	46406	70.39	3.80	4.88
TOPAZ	6662	8391	79.38	.78	.88
SABLE	7157	12693	56.39	.83	1.33
COUGAR	7311	8689	84.14	.85	.91
GRAND MARQUIS	9474	9935	95.36	1.10	1.05
LINC/MERC DIV.	51976	67050	77.52	6.06	7.06
FORD MOTOR CO.	173186	216568	80.69	20.19	22.80
BUICK	46751	55301	84.54	5.45	5.82
SKYHAWK	34	2251	1.52	-	.23
SKYLARK	9056	9350	96.86	1.06	.98
CENTURY	9766	10798	90.43	1.14	1.14
REGAL	7878	8176	96.36	.92	.86
LESABRE	14453	14703	98.30	1.68	1.55
RIVIERA	2019	1831	110.27	.24	.19
REATTA	571	924	61.80	.07	.10
CADILLAC	22314	23456	95.13	2.60	2.47
ALLANTE	275	262	104.96	.03	.03
ELDORADO	2464	3026	81.43	.29	.32
SEVILLE	4180	3038	137.59	.48	.32
CHEVROLET	131856	141076	93.46	15.38	14.86
PRIZM	10830	6647	162.93	1.26	.70
CELEBRITY	3543	13520	26.21	.41	1.42
LUMINA	21442	9145	234.47	2.50	.96
CORSICA	15155	26480	57.23	1.77	2.79
BERETTA	11665	16329	71.44	1.36	1.72
CAVALIER	23722	27840	85.21	2.78	2.93
CAMARO	9023	12124	74.42	1.05	1.28
CORVETTE	2857	1972	144.88	.33	.21
OLDSMOBILE	47444	57824	82.05	5.53	6.09
CALAIS	10470	9046	115.74	1.22	.95
CUTLASS CIERA	16894	18306	92.29	1.97	1.94
CUTLASS	6627	9157	72.37	.77	.96
TORONADO	1432	666	215.02	.17	.07
PONTIAC	63801	65483	97.43	7.44	6.90
SUNBIRD	10539	9779	107.77	1.23	1.03
GRAND AM	22976	18877	121.71	2.68	1.99
6000	3944	6467	60.99	.46	.68
BONNEVILLE	5448	8226	66.23	.64	.87
FIREBIRD	4058	6776	59.89	.47	.71
GRAND PRIX	11745	9126	128.70	1.37	.96
GEN. MTRS. CORP	312183	343166	90.97	36.40	36.14
MISC. DOMESTIC	15	11	136.36	-	-
OTHER IMPORT	293805	265788	102.81	34.26	30.09
U. S. TOTAL	857627	949632	90.31		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	90722	119767	75.71	1.98	2.31	203352
LEBARON	44679	50798	87.95	.98	1.01	92708
NEW YORKER	31188	52419	59.50	.68	1.05	87244
5TH AVE	532	9493	6.26	.01	.17	11973
IMPERIAL	5425	-	-	.12	-	1467
DODGE	187750	241404	69.49	3.67	4.81	454993
DAYTONA	18090	38745	46.69	.40	.77	86719
SHADOW	33763	39661	85.13	.74	.79	83575
SPIRIT	45778	32726	139.88	1.00	.65	71008
DYNASTY	44791	65324	68.57	.98	1.30	111911
ARIES	1885	22449	8.40	.04	.45	35569
PLYMOUTH	126656	144934	87.38	2.77	2.89	304911
HORIZON	10163	16349	62.16	.22	.33	39894
SUNDANCE	29355	40504	72.47	.64	.81	85907
ACCLAIM	52415	38178	137.29	1.15	.76	86864
RELIANT	2302	21786	10.57	.05	.43	35702
LASER	2224	7063	314.89	.49	.14	18839
EAGLE	29377	38557	76.18	.62	.74	70897
PREMIER	7266	22515	32.28	.16	.45	40983
TALON	13411	-	-	.29	-	5909
CHRYSLER CORP.	413505	519018	76.71	9.04	10.75	1034153
FORD	660031	825256	81.97	14.47	16.06	1626647
ESCORT	135803	176171	77.09	2.97	3.51	344260
PROBE	59844	69174	86.51	1.31	1.38	135545
MUSTANG	61521	96566	63.45	1.34	1.93	164364
TEMPO	110950	123533	89.81	2.42	2.46	234595
TAURUS	156956	187669	83.63	3.44	3.76	351036
CROWN VICTORIA	54099	54337	99.56	1.18	1.08	108393
THUNDERBIRD	51494	61334	83.95	1.13	1.22	120801
LINCOLN	112570	100689	111.80	2.46	2.01	197971
MERCURY	186293	242712	76.75	4.07	4.84	468185
TOPAZ	39061	47346	82.50	.85	.94	86449
SABLE	46127	61487	75.02	1.01	1.23	112277
COUGAR	41047	51217	80.14	.90	1.02	99117
GRAND MARQUIS	51404	53663	95.79	1.12	1.07	111681
LINC/MERC DIV.	301252	351110	85.80	6.58	7.00	676951
FORD MOTOR CO.	961282	1176366	81.71	21.01	23.06	2203598
BUICK	256976	278627	92.24	5.62	5.56	550060
SKYHAWK	7140	11077	64.68	.02	.22	17419
SKYLARK	47560	34769	136.78	1.04	.69	63180
CENTURY	58515	69620	84.05	1.28	1.39	135842
REGAL	33599	43713	76.86	.73	.87	79315
LESABRE	78551	64114	122.52	1.73	1.28	144828
RIVIERA	10597	10295	102.93	.23	.21	19319
REATTA	2952	3880	76.08	.06	.08	7929
CADILLAC	127448	136233	93.55	2.79	2.72	271297
ALLANTE	1423	1484	97.20	.03	.03	3112
ELDORADO	12367	16514	74.89	.27	.33	30505
SEVILLE	16667	13382	124.55	.37	.27	23830
CHEVROLET	689204	707075	97.47	15.05	14.11	1354854
PRIZM	56014	17706	316.36	1.22	.35	70478
CELEBRITY	16074	105945	15.17	.35	2.11	140835
LUMINA	114284	15806	723.04	2.50	.32	101648
CORSICA	89823	112127	80.11	1.96	2.24	190467
BERETTA	52721	84269	62.55	1.15	1.68	145718
CAVALIER	145926	155211	94.02	3.18	3.10	302380
CAMARO	58412	59004	99.00	1.28	1.18	98735
CORVETTE	11245	9641	116.64	.25	.19	22815
OLDSMOBILE	259801	318530	81.56	5.68	6.35	609706
CALAIS	50410	47949	105.13	1.10	.96	96960
CUTLASS CIERA	71418	101837	70.13	1.56	2.02	194161
CUTLASS	56798	53043	107.08	1.24	1.06	101593
TORONADO	7255	4079	177.86	.16	.08	9765
PONTIAC	312925	375563	83.32	6.84	7.49	695437
SUNBIRD	51932	50294	103.26	1.13	1.00	102658
GRAND AM	108741	108300	100.41	2.38	2.17	208629
6000	24188	39030	61.97	.53	.78	69459
BONNEVILLE	33463	47861	69.92	.73	.95	89399
FIREBIRD	19499	33133	58.85	.43	.66	55666
GRAND PRIX	58281	65130	89.49	1.27	1.30	119484
GEN. MTRS. CORP	1646442	1816333	90.65	35.98	36.23	3481611
MISC. DOMESTIC	54	50	108.00	-	-	194
OTHER IMPORT	155478	180202	107.49	33.97	29.96	313061
U.S. TOTAL	4575861	5013905	91.26			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	11636	25.66	626636	639628	98.02	25.62	25.61
CHRYSLER	209	.05	1457	-	-	.06	-
DODGE	45112	10.17	256098	267348	88.93	10.47	11.30
FORD	134137	29.57	717575	752315	95.38	29.31	29.52
FREIGHTLINER	1716	.38	11826	13801	85.69	.48	.54
G.M.C.	32414	7.15	175134	182570	95.93	7.16	7.16
HINO	163	.04	1096	1102	99.46	.04	.04
ISUZU	10648	2.35	58391	48599	120.15	2.39	1.91
IVECO	249	.05	1205	1021	118.02	.05	.04
JEEP	18598	4.12	100465	122873	81.76	4.11	4.82
OSHKOSH	283	.06	2097	332	631.63	.09	.01
KENWORTH	1444	.32	7763	9866	78.53	.32	.39
MACK/MIDLINER	1898	.42	9367	14166	66.26	.38	.56
MERCEDES BENZ	247	.05	936	1043	89.93	.04	.04
MITSUBISHI FUSO	305	.07	1674	1770	94.58	.07	.07
NAVISTAR	6432	1.42	33244	37897	87.71	1.36	1.49
OLDSMOBILE	2055	.45	10005	-	-	.41	-
PETERBILT	1258	.28	6944	9502	72.32	.28	.38
PLYMOUTH	15835	3.49	92958	96694	96.14	3.80	3.79
PONTIAC	2745	.61	13593	-	-	.56	-
SCANIA	9	-	62	61	101.64	-	-
UD	208	.05	972	959	101.36	.04	.04
VOLVO	111	.02	441	645	68.37	.02	.03
WESTERN STAR	98	.02	529	830	63.73	.02	.03
WHITEGMC	1004	.22	7012	9190	76.30	.29	.36
OTHER IMPORTS	58145	12.82	306223	257527	102.92	12.52	11.67
MISC. DOMESTIC	129	.16	2674	5163	51.79	.11	.20
U. S. TOTAL	453539		2446589	2548862	95.99		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	358935	252423	8321	117	83	3260	2926	111
CHRYSLER	1457	-	-	-	-	-	-	-
DODGE	191260	64838	-	-	-	-	-	-
FORD	373437	309655	-	12711	-	2457	12988	6321
FREIGHTLINER	-	-	-	-	-	-	-	11826
G.M.C.	80822	82397	1175	482	1171	1620	7238	229
HINO	-	-	153	-	207	253	483	-
ISUZU	52875	-	3551	340	200	1107	318	-
IVECO	-	-	759	257	110	79	-	-
JEEP	100426	34	-	-	-	-	-	-
OSHKOSH	-	6	34	1336	317	146	4	254
KENWORTH	-	-	-	-	-	-	188	7575
MACK/MIDLINER	-	-	-	-	-	540	913	7934
MERCEDES BENZ	-	-	-	-	-	300	638	-
MITSUBISHI FUSO	-	-	912	-	339	123	300	-
NAVISTAR	-	-	-	29	60	5251	13504	14397
OLDSMOBILE	10003	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	190	6754
PLYMOUTH	92958	-	-	-	-	-	-	-
PONTIAC	13593	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	62
UD	-	-	296	-	353	140	183	-
VOLVO	-	-	-	-	-	-	409	32
WESTERN STAR	-	-	-	-	-	-	-	529
WHITEGMC	-	-	-	-	-	-	-	7012
OTHER IMPORTS	305605	618	-	-	-	-	-	-
MISC. DOMESTIC	235	219	43	339	166	250	118	1304
TOTAL	1581606	710190	15244	16277	3006	15526	40400	64340
1989 TOTAL	1593671	768593	18748	17604	3829	18155	48462	79600
1990 vs '89	99.24	92.40	81.31	92.46	78.51	84.59	83.36	80.83

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	32781	.72	26356	.53
CHEVROLET SPECTRUM/STORM	51424	1.12	29608	.59
CHRYSLER CONQUEST	476	.01	3557	.07
DODGE COLT DL/SW	9057	.20	16598	.33
DODGE COLT VISTA SW	1474	.03	3710	.07
EAGLE MEDALLION	210	-	3883	.08
EAGLE SUMMIT	7488	.16	10545	.21
FORD FESTIVA	29354	.64	36068	.72
GM LOTUS	88	-	105	-
L-M XR4	237	.01	2793	.06
L-M SCORPIO	2151	.05	4916	.10
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	8654	.19	28999	.58
PLYMOUTH COLT DL/SW	8695	.19	15431	.31
PLYMOUTH COLT VISTA SW	1462	.03	3538	.07
PONTIAC LEMANS	16625	.36	27133	.54
OTHERS	2166	.05	495	.01
TOTAL DOMESTIC SPONSORED IMPORTS	172354	3.77	213835	4.26
OTHER IMPORTS				
ACURA	69442	1.52	69238	1.38
AUDI	10413	.23	8630	.17
BMW	29655	.65	34767	.69
HONDA	353082	7.72	314009	6.26
HYUNDAI	67740	1.48	99374	1.98
INFINITI	8258	.18	-	-
ISUZU	2028	.04	9305	.19
LEXUS	26656	.58	-	-
MAZDA	112273	2.45	109469	2.18
MERCEDES BENZ	35808	.78	34840	.69
MITSUBISHI	79521	1.74	42744	.85
NISSAN	207516	4.54	228146	4.55
SAAB	12284	.27	16265	.32
SUBARU	49567	1.08	73689	1.47
TOYOTA	353815	7.73	411047	8.20
VOLKSWAGEN	65982	1.33	65705	1.31
VOLVO	46325	1.01	48792	.97
OTHERS	29173	.64	36082	.72
TOTAL OTHER IMPORTS	1554578	33.97	1502102	29.96
GRAND TOTAL ALL IMPORT CARS	1726932	37.74	1715937	34.22

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	8850	.28	16005	.63
DODGE RAIDER	1219	.05	3669	.14
CHEVROLET GEO TRACKER	15710	.64	4486	.18
OTHER IMPORTS				
ISUZU	52875	2.16	44680	1.75
MAZDA	59495	2.43	58211	2.28
MITSUBISHI	22205	.91	19910	.78
NISSAN	80352	3.28	74438	2.92
SUZUKI	8295	.34	15191	.60
TOYOTA	129028	5.27	125190	4.91
VOLKSWAGEN	2866	.11	2345	.09
OTHERS	3562	.15	2242	.09
TOTAL OTHER IMPORT TRUCKS	359098	14.68	342207	13.43
GRAND TOTAL ALL IMPORT TRUCKS	382877	15.65	366367	14.37
UNITED STATES SUMMARY				

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963868
1988	10479931	5211100
1989	9852617	5100195

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R. L. POLK & CO.

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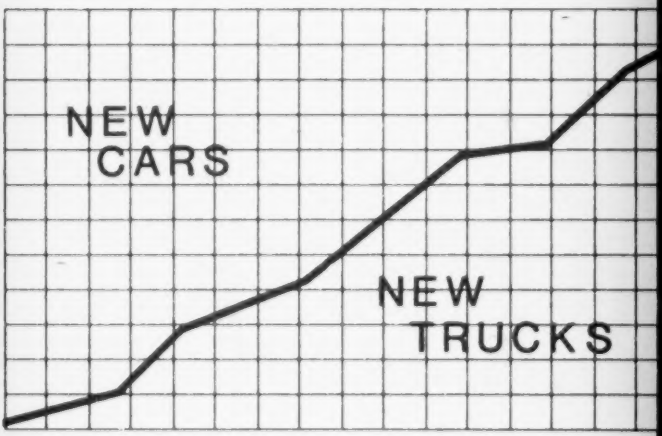
POCKET SUMMARY

OF REGISTRATIONS

JULY 1990



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	17156	16210	105.84	2.20	1.95
LEBARON	8538	7825	109.14	1.10	.95
NEW YORKER	6809	6889	98.80	.85	.80
5TH AVE	54	999	5.40	.01	.12
IMPERIAL	876	-	-	.11	-
DODGE	24072	36641	65.70	3.09	4.41
DAYTONA	2920	5629	44.05	.37	.80
SHADOW	5367	5855	91.70	.69	.70
SPIRIT	5458	6816	80.08	.70	.82
DYNASTY	6347	8381	75.73	.82	1.01
ARIES	112	2878	3.89	.01	.35
PLYMOUTH	17056	24451	69.76	2.19	2.94
HORIZON	680	2898	23.46	.09	.35
SUNDANCE	4487	5676	79.05	.58	.68
ACCLAIM	7099	8143	87.18	.91	.99
RELIANT	105	3008	3.49	.01	.36
LASER	2959	2188	135.24	.38	.26
EAGLE	5459	5341	102.21	.70	.64
PREMIER	1907	3819	49.93	.24	.46
TALON	2879	19	-	.31	-
CHRYSLER CORP.	57744	82623	77.15	7.41	9.94
FORD	107530	124272	86.53	13.80	14.95
ESCORT	21765	23494	73.80	2.79	3.55
PROBE	13072	11322	98.13	1.68	1.60
MUSTANG	10693	13781	77.30	1.37	1.66
TEMPO	16638	17156	97.09	2.14	2.06
TAURUS	23475	28167	83.34	3.01	3.39
CROWN VICTORIA	9763	8525	117.27	1.25	1.00
THUNDERBIRD	8184	8677	94.32	1.05	1.04
LINCOLN	17697	15137	116.91	2.27	1.82
MERCURY	31770	39651	80.12	4.08	4.77
TOPAZ	5714	6916	82.62	.73	.83
SABLE	7580	9632	78.70	.97	1.16
COUGAR	6412	7446	86.11	.82	.90
GRAND MARQUIS	8121	9675	83.94	1.05	1.16
LINC/MERC PV'S.	45898	55454	89.38	5.91	6.67
FORD MOTOR CO.	157428	179726	87.59	20.21	21.62
BUICK	44382	48538	92.61	5.78	5.84
SKYHAWK	229	1551	1.81	.03	.19
SKYLARK	7828	6435	121.69	1.01	.77
CENTURY	8651	9519	90.89	1.11	1.14
REGAL	8852	5850	129.23	1.14	.62
LESABRE	12869	14512	88.68	1.65	1.75
RIVIERA	2014	1557	129.35	.26	.19
REATTA	556	756	75.54	.07	.09
CADILLAC	21892	20349	107.58	2.81	2.45
ALLANTE	269	264	101.89	.03	.03
ELDORADO	2140	2672	80.09	.27	.33
SEVILLE	5008	2159	231.96	.65	.26
CHEVROLET	119945	123759	96.92	15.41	14.88
PRIZM	10082	7918	127.33	1.29	.95
CELEBRITY	3887	9889	39.31	.50	1.19
LUMINA	19638	11007	178.41	2.52	1.32
CORSICA	13104	19731	66.41	1.68	2.37
BERETTA	10059	14005	71.82	1.29	1.68
CAVALIER	22069	24859	88.78	2.85	3.00
CAMARO	8725	9744	89.55	1.12	1.17
CORVETTE	2459	2054	119.72	.32	.25
OLDSMOBILE	44548	49709	89.62	5.72	5.98
CALAIS	9384	8251	113.73	1.20	.99
CUTLASS CIERA	11739	16335	71.86	1.51	1.96
CUTLASS	6289	7199	87.36	.81	.87
TORONADO	1546	577	267.94	.20	.07
PONTIAC	53854	56722	105.52	1.69	6.82
SUNBIRD	10619	7919	134.10	1.36	.95
GRAND AM	20267	16872	120.12	2.61	2.04
6000	3510	5162	68.00	.45	.62
BONNEVILLE	5301	6937	76.42	.68	.83
FIREBIRD	4032	5829	69.17	.52	.70
GRAND PRIX	10504	7414	141.68	1.35	.89
GEN. MTRS. CORP	291240	299106	97.37	37.41	35.97
MISC. DOMESTIC	36	36	13.44	-	-
OTHER IMPORT	266361	269991	98.66	34.20	32.47
U. S. TOTAL	778779	831462	93.66		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	107876	131977	81.74	2.01	2.26	203352
LEBARON	53216	58621	90.78	.99	1.00	92708
NEW YORKER	37796	59106	63.94	.71	1.02	87244
5TH AVE	565	9492	5.96	.01	.16	11973
IMPERIAL	4301	-	-	.08	-	1467
DODGE	191800	278345	68.93	3.59	4.76	454993
DAYTONA	21010	45874	45.80	.39	.78	66719
SHADOW	39150	45510	85.97	.73	.78	83575
SPIRIT	12216	33542	36.41	.23	.58	71008
DYNASTY	8198	17705	69.18	.15	1.26	11911
ARIES	1997	25727	7.76	.04	.44	35569
PLYMOUTH	143772	169765	84.69	2.69	2.90	304911
HORIZON	10843	19247	56.34	.20	.33	39894
SUNDANCE	35942	45185	79.58	.67	.77	65907
ACCLAIM	53514	46321	115.48	1.00	.79	86864
RELIANT	2407	24794	9.71	.05	.42	35702
LASER	25208	9261	272.30	.47	.16	18839
EAGLE	33835	42208	79.99	.63	.72	70897
PREMIER	9175	26114	34.84	.17	.45	40983
TALON	15782	78	-	.29	-	5909
CHRYSLER CORP.	477245	627681	76.03	8.91	10.64	1071153
FORD	761555	539524	82.58	14.23	15.92	1528647
ESCORT	167568	205665	76.61	2.94	3.52	344260
PROBE	72374	82495	88.78	1.35	1.41	135545
MUSTANG	72174	110747	65.17	1.35	1.89	164364
TEMPO	127868	140669	90.90	2.38	2.41	234595
TAURUS	180439	236836	83.60	3.38	3.63	351036
CROWN VICTORIA	41861	62662	66.81	.78	1.07	108393
THUNDERBIRD	59978	70715	85.44	1.12	1.21	120601
LINCOLN	150266	115826	129.74	2.43	1.98	197171
MERCURY	278062	282767	77.27	4.68	4.84	468165
TOPAZ	44175	54262	82.52	.84	.93	86449
SABLE	53706	71179	75.52	1.00	1.22	112277
COUGAR	47455	58663	80.90	.89	1.00	99117
GRAND MARQUIS	59525	63758	93.36	1.11	1.09	111681
LINC/MERC DIV.	351147	426564	86.37	6.56	8.46	676951
FORD MOTOR CO.	1112870	1235588	83.17	20.80	22.84	2205598
BUICK	301951	327361	92.24	5.64	5.62	550060
SKYHAWK	768	12628	6.08	.01	.22	17419
SKYLARK	55387	41202	134.43	1.03	.70	63760
CENTURY	67165	79159	84.87	1.25	1.35	135842
REGAL	42450	50563	83.95	.79	.87	79315
LESABRE	91419	78826	116.01	1.72	1.35	144828
RIVIERA	12610	11852	106.40	.24	.20	19519
REATTA	3508	5416	76.01	.07	.08	7929
CADILLAC	149138	156502	95.37	2.79	2.68	271297
ALLANTE	1692	1728	97.92	.03	.03	4127
ELDORADO	14507	19186	75.61	.27	.32	30505
SEVILLE	21675	15541	139.47	.41	.27	23530
CHEVROLET	809139	830814	97.39	15.12	14.20	1354854
PRIZM	56096	25524	257.95	1.23	.44	70478
CELEBRITY	73981	115815	117.23	1.37	1.98	140835
LUMINA	133920	98813	499.46	2.50	1.69	101648
CORSICA	102925	131858	78.06	1.92	2.26	190467
BERETTA	62780	98294	83.87	1.17	1.68	145718
CAVALIER	167993	180070	93.29	3.16	3.05	302380
CAMARO	47157	68749	68.56	.88	1.18	98735
CORVETTE	13376	11895	112.48	.25	.20	22815
OLDSMOBILE	304147	368219	82.65	5.68	6.30	609706
CALAIS	59795	56200	106.39	1.12	.96	96960
CUTLASS CIERA	85157	118172	70.77	1.55	2.02	194161
CUTLASS	63087	60242	104.72	1.18	1.03	101593
TORONADO	880	4656	189.02	.16	.08	9765
PONTIAC	372779	412285	86.21	6.96	7.40	695437
SUNBIRD	62551	58215	107.45	1.17	1.00	102658
GRAND AM	129008	125172	103.06	2.41	2.15	208629
6000	27698	44192	62.68	.52	.76	69459
BONNEVILLE	58784	54798	70.74	1.72	.94	89399
FIREBIRD	23551	38862	60.39	.44	.67	55666
GRAND PRIX	68781	72544	94.83	1.28	1.24	119584
GEN. MTRS. CORP	1957663	2115459	91.60	36.1%	36.1%	3481611
MISC. DOMESTIC	61	86	70.93	-	-	194
OTHER IMPORTS	1820875	1772073	102.75	34.0%	30.3%	3131061
U.S. TOTAL	5354548	5864367	91.30			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	11350	26.47	140334	166549	96.58	25.14	25.73
CHRYSLER	200	.05	1657	-	-	.09	-
DODGE	39235	9.15	295532	334588	88.27	10.27	11.23
FORD	128253	29.93	845798	873898	96.78	29.40	29.36
FREIGHTLINER	2195	.51	14021	15688	89.37	.49	.53
G.M.C.	31953	7.45	207065	213776	96.86	7.20	7.18
HINO	181	.04	1277	1272	100.39	.04	.04
ISUZU	8618	2.01	67152	56630	118.45	2.34	1.90
IVECO	184	.04	1385	1212	114.60	.05	.04
JEEP	15729	3.67	116188	146561	79.28	4.04	4.92
OSHKOSH	347	.08	2577	390	660.77	.09	.01
KENWORTH	1062	.25	8821	11565	76.30	.31	.39
MACK/MIDLINER	1615	.37	10389	16209	64.80	.38	.54
MERCEDES BENZ	172	.03	1050	1241	84.61	.04	.04
MITSUBISHI FUSO	239	.06	1912	1930	99.08	.07	.07
NAVISTAR	5801	1.35	38042	45182	86.41	1.36	1.52
OLDSMOBILE	2331	.54	12334	-	-	.45	-
PETERBILT	948	.22	7889	11066	71.29	.27	.37
PLYMOUTH	14941	3.48	107898	114144	94.53	3.75	3.83
PONTIAC	2721	.63	16314	-	-	.57	-
SCANIA	5	-	68	74	86.08	-	-
UD	402	.09	1374	1112	123.56	.05	.04
VOLVO	80	.01	501	714	70.17	.02	.02
WESTERN STAR	110	.03	659	930	68.71	.02	.03
WHITEGMC	1025	.24	8036	10360	77.42	.28	.35
OTHER IMPORTS	56520	13.18	163239	347459	104.54	12.63	11.66
MISC. DOMESTIC	491	.11	2342	3361	48.39	.10	.20
U. S. TOTAL	428753		2875816	2976554	96.55		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	428169	294081	9742	956	83	3742	3388	167
CHRYSLER	1657	-	-	-	-	-	-	-
DODGE	220485	74843	-	-	-	-	-	-
FORD	445519	359524	-	14920	-	3027	15142	7666
FREIGHTLINER	-	-	-	-	-	-	-	14021
G.M.C.	96551	86276	1346	535	1339	2215	8527	296
HINO	-	-	197	-	242	302	546	-
ISUZU	60869	-	4059	416	248	1176	374	-
IVECO	-	-	875	239	125	90	-	-
JEEP	116147	41	-	-	-	-	-	-
OSHKOSH	-	7	45	1676	401	167	4	276
KENWORTH	-	-	-	-	-	-	212	8611
MACK/MIDLINER	-	-	-	-	-	536	1058	9285
MERCEDES BENZ	-	-	-	-	-	336	712	-
MITSUBISHI FUSO	-	-	1058	-	581	146	327	-
NAVISTAR	-	-	-	45	73	6205	16054	16667
OLDSMOBILE	12334	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	209	7680
PLYMOUTH	107898	-	-	-	-	-	-	-
PONTIAC	16314	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	68
UD	-	-	417	-	483	219	255	-
VOLVO	-	-	-	-	-	-	463	38
WESTERN STAR	-	-	-	-	-	-	-	659
WHITEGMC	-	-	-	-	-	-	-	8036
OTHER IMPORTS	562551	688	-	-	-	-	-	-
MISC. DOMESTIC	276	255	57	150	126	545	187	1534
TOTAL	1868754	825713	17777	19005	3509	18506	47468	74904
1989 TOTAL	1867173	895814	21877	20126	4291	20738	56024	92609
1990 vs '89	100.08	92.17	81.26	94.42	81.78	89.72	84.73	80.87

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	40068	.75	50493	.52
CHEVROLET SPECTRUM/STORM	58446	1.09	57764	.60
CHRYSLER CONQUEST	528	.01	6074	.07
DODGE COLT DL/SW	10815	.20	16765	.17
DODGE COLT VISTA SW	1661	.03	4295	.04
EAGLE MEDALLION	253	-	4222	.04
EAGLE SUMMIT	8651	.16	11908	.12
FORD FESTIVA	33345	.62	41408	.43
GM LOTUS	107	-	134	-
L-M XR4	254	-	5176	.05
L-M SCORPIO	2565	.05	5197	.05
MERCURY CAPRI	686	.01	-	-
MERCURY TRACER	11911	.22	54981	.60
PLYMOUTH COLT DL/SW	10243	.19	17340	.20
PLYMOUTH COLT VISTA SW	1656	.03	4058	.04
PONTIAC LEMANS	22255	.42	55107	.57
OTHERS	2382	.04	672	.01
TOTAL DOMESTIC SPONSORED IMPORTS	205750	3.84	284473	4.29
OTHER IMPORTS				
ACURA	82247	1.54	82180	1.41
AUDI	12352	.23	10366	.18
BMW	35968	.67	40265	.69
HONDA	414878	7.75	369096	6.31
HYUNDAI	78899	1.47	113755	1.95
INFINITI	10118	.19	-	-
ISUZU	2346	.04	10850	.19
LEXUS	31707	.59	-	-
MAZDA	130705	2.44	129514	2.22
MERCEDES BENZ	41550	.77	41185	.70
MITSUBISHI	91621	1.71	50731	.87
NISSAN	244362	4.56	272265	4.66
SAAB	14967	.28	19151	.33
SUBARU	58756	1.10	85855	1.47
TOYOTA	411415	7.68	370449	6.34
VOLKSWAGEN	75123	1.37	78626	1.31
VOLVO	54305	1.01	57446	.98
OTHERS	33772	.63	42206	.72
TOTAL OTHER IMPORTS	1820875	34.00	1772073	30.32
GRAND TOTAL ALL IMPORT CARS	2026625	37.84	2056546	34.61

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	7671	.27	18340	.62
DODGE RAIDER	1288	.04	4606	.15
CHEVROLET GEO TRACKER	18793	.65	5248	.18
OTHER IMPORTS				
ISUZU	60869	2.12	52255	1.75
MAZDA	70302	2.44	68247	2.29
MITSUBISHI	26976	.94	23130	.78
NISSAN	93676	3.26	86477	2.90
SUZUKI	9413	.33	11072	.37
TOYOTA	154035	5.36	147084	4.94
VOLKSWAGEN	5342	.19	2852	.10
OTHERS	4829	.17	2601	.09
TOTAL OTHER IMPORT TRUCKS	424108	14.75	399714	13.42
GRAND TOTAL ALL IMPORT TRUCKS	451869	15.71	427968	14.37

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

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